

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Chile

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Chile launches 5 million dollars ad campaign to support tourism

Report Categories:

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Report Highlights:

Almost 50% of the tourism campaign money will be spent in the United States.

General Information:

The National Tourism Service of Chile (Sernatur) along with Tourism Chile has launched an international ad campaign to promote the image of Chile through various methods.

The goal is to increase the annual flow of tourists to four million people by 2014 by targeting markets Chile sees as top priorities. These include Brazil, Argentina, the United States, Spain, England, France and Germany.

Andrea Wolleter, the general manager of Tourism Chile, told El Mercurio that she recognizes this is an ambitious campaign, but hopes that its efforts will help reach consumers more effectively. “We hope that this campaign will make people want to add Chile to their list of places to go and that these same people will then choose Chile above others,” she said.

Already in New York, Miami and San Francisco you can spot large signs with beautiful Chilean landscapes in the subways, on buses and at bus stops, billboards, and on the tops of city taxis. US\$ 2 million have been spent in this initiative in the U.S., which is 47% of the total budget spent abroad.

Private sector business such as airlines LAN and American Airlines, Concha y Toro Vineyard and a group of tour operators have also jumped on board to fund the project.

The help of these businesses “gives us the possibility of being more effective with the promotion of our tourist destinations and optimizes our available resources,” Álvaro Costilla, national director of Sernatur told El Mercurio.

In addition, Chile will act as the official sponsor for the Travel + Leisure Global Bazaar to be held in New York, where Chile will display the capsule used to save the 33 miners.